

A Closer Look

By Ernest Kreiling

HOLLYWOOD—Every television network and station has a press department whose job it is to bring certain programs to the attention of TV editors and writers. Although their mission is to make our job easier, they usually fail to recognize how difficult they really make it.

For example, one day recently the doorknob rang at the primitive hour of 6 a.m. whereupon one of the moppets

around the house (who else would be up that early if they had a choice?) accepted a telegram. It was from the PYZ network and read: "You are cordially invited for cocktails and luncheon in the network's Executive Dining Room to preview Miss Lotta Looks' upcoming TV special. Miss Looks will be present to meet the press."

MILLING AROUND the Executive Dining Room were the TV columnists and editors

from a score of papers plus TV Guide and the wire services. With Miss Looks were her personal manager, public relations team, and advertising agency representatives. After liberal libations were consumed the group sat down to a subsistence lunch of shrimp salad, New York cut steak, and airy pastries. At each place, of course was a package of the sponsor's products, whose cigars (why couldn't it have been General Motors?), which probably accounts for the especially vigorous applause the program's commercials received later.

Soon all attention was turned to watch the program on five strategically mounted TV sets.

Throughout Miss Looks, wearing a diamond ring as big as the Ritz, squirmed and chewed at imaginary hangnails as she watched her performance.

AFTER ENDURING this grueling assignment I returned home to find an invitation for a similar event two days later. A foretaste of Blarry Lung's new musical variety program was promised, along with Beef Stroganoff and ample appetizers at a smart new supper club in Hollywood. With hunger still gnawing at us the hosts continued the punishment by entertaining the group for an hour. Blarry and his coterie of pretty girl singers, of course, then table-hopped for an hour to insure that

every writer had a chance to probe for the information necessary for a story.

Having written nary a word for several days, it looked like a lonely weekend at the typewriter. That is until a call came from another station asking if my wife and I would like to join a press party Saturday afternoon at Santa Anita. This somehow seemed more rewarding than writing, and hoping to make my personal lend-lease program with the track a reciprocal thing, I said yes.

THIS ANSWER also contributed to the domestic tranquility because my wife hadn't been included in the earlier job assignments.

So Prime Rib and Irish Coffee

somehow helped pass another afternoon of rigorous labor, although my negotiations with track employees failed to bring about any reciprocity in our financial arrangement.

Then going through the accumulated mail on Sunday I found another invitation to a welcome party for a long-overseas actor. That party, alas, had been over for two days.

But it was just as well because it had been much too demanding a week. And I really couldn't have gone anyway, because the returning star worked only in the movies, not in television. And integrity must be served.



COMMENDED . . . George Wright, local manager for the Capital Co., reads citation presented to him by Mrs. James Steward, president of the Pales Verdes Community Arts Assn., commending the MonteVerde domestic development atop the Pales Verdes Peninsula overlooking the Los Verdes Golf Course. The commendation lauded MonteVerde for natural contour sites, entry marker, landscape plans, underground utilities, and quality of architecture and decor. It was the first such award in the 22-year history of the association.



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